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TOY MANUFACTURERS OF AMERICA

TOY MANUFACTURERS OF AMERICA, INC.

NATIONAL STATISTICS PROGRAM

SHIPMENTS

1989 vs 1990

February 1991

SHIPM

DOLLARS (First E
1989
Volumes have been project
(Estimated vo

	DOLLARS			UNITS		
	1989	1990	% Change	1989	1990	% Change
I. INFANT/PRE-SCHOOL	$1089	$1070	−1.7	183	181	−1.1
Infant Toys/Parenting Aids	415	422		74	75	
Pre-School Musical Toys	109	102		17	15	
Pre-School Blocks/Accessories	24	25		8	8	
Pre-School Villages/Scenery Sets*	64	56		6	5	
Pre-School Talking/Sound Toys	48	51		6	7	
Pre-School Learning Toys	125	114		20	18	
Pre-School Tub Toys	19	18		4	4	
Pre-School Role Playing	126	117		14	12	
Pre-School Push/Pull Toys	41	43		12	13	
Pre-School Remaining	118	122		22	24	
II. DOLLS	$1071	$1284	19.9	131	146	11.5
Baby Dolls	135	185		10	13	
Baby Doll Accessories	40	48		9	11	
Fashion Dolls	270	313		36	41	
Fashion Doll Clothes/Accessories	162	170		33	35	
Mini Dolls/Accessories	146	115		25	21	
Special Feature Dolls	145	260		8	13	
Remaining Dolls/Accessories	144	150		7	7	
Doll Houses/Furniture*	29	43		3	5	
III. PLUSH	$ 498	$ 495	−0.6	72	72	N/C
Musical/Electronic Plush	50	60		4	5	
Traditional Plush*	448	435		68	67	
IV. FIGURES	$ 553	$ 685	23.9	127	156	22.8
Action Figures	318	390		95	116	
Action Figure Accessories	235	295		32	40	
V. VEHICLES	$1439	$1252	−13.0	259	220	−15.1
Radio/Remote Controlled*	360	345		15	14	
Battery Operated	90	99		13	15	
Other Powered*	93	85		18	17	
Mini Vehicles*	235	183		130	105	
Non-Powered Vehicles*	265	253		47	44	
Vehicle Accessories	160	72		23	13	
Electric Car/Train Sets/Accessories	236	215		13	12	

*1989 Figures revised from previous report.
**Limited Sample.
***Both 1989 Figures revised and limited sample.

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ing Value [1]) & UNITS
s 1990
d to reflect total industry levels
mes in millions)

	DOLLARS			UNITS		
	1989	1990	% Change	1989	1990	% Change
VI. RIDE-ONS (EXCL. BICYCLES)	$ 635	$ 641	0.9	28	29	3.6
Metal Tricycles**	24	23		2	2	
Plastic Tricycles	39	35		2	2	
Other Pedal Ride-Ons	25	28		2	2	
Riding Sports	62	60		6	6	
All Other Riding Vehicles**	485	495		16	17	
VII. GAMES/PUZZLES	$ 984	$ 968	−1.6	205	202	−1.5
Card Games*	70	73		19	19	
Dice Games	12	12		5	5	
Word Games	13	20		3	5	
Puzzle Games	8	5		3	2	
Standard Games	45	40		21	19	
Children's Board Games	124	138		18	19	
Family Board Games*	95	108		11	12	
Children's Action Games	142	121		21	19	
Family Action Games	53	50		5	5	
Adult Games*	92	99		7	7	
Strategy Games*	70	61		8	7	
VCR Games**	7	1		1	–	
Elec. Handheld/Tabletop Games***	146	133		10	9	
Cardboard Puzzles	80	82		64	65	
Wood/Plastic Puzzles	27	25		9	9	
VIII. ACTIVITY TOYS	$1149	$1052	−8.4	315	305	−3.2
Building Sets	186	198		27	28	
Educational/Scientific Toys**	45	44		14	14	
Household/Food Toys	264	171		32	25	
Reuseable Compounds	70	47		18	12	
Mechanical Design	83	92		13	14	
Crayon/Chalk/Drawing Sets/Supplies**	172	174		106	107	
Paint Sets/Supplies**	45	45		25	25	
Other Art Sets/Supplies**	40	42		14	14	
Model Kits/Accessories*	84	74		13	12	
All Other Activity Toys***	160	165		53	54	

[1]First Billing Value: first price paid for an item in the U.S.

(continued on back page)

	DOLLARS			UNITS		
	1989	1990	% Change	1989	1990	% Change
IX. ALL OTHER TOYS	$1362	$1355	−0.5	289	302	4.5
Foam Sports	42	44		11	11	
Water/Pool/Sand Toys***	180	184		58	59	
Audio/Visual Toys	227	209		23	22	
Children's Furniture/ Pre-school Playground**	236	242		11	11	
Electronic Learning Aids*	132	126		6	6	
Sports Activities*	210	215		20	21	
Musical Instruments***	55	47		3	3	
Guns/Weapons/Accessories	70	67		17	17	
Miscellaneous Toys**	210	221		140	152	
TOTAL INDUSTRY	$8780	$8802	0.3	1609	1613	0.2
VIDEO GAMES**	$2534	$3064	20.9	71	95	33.8
TV Video Units	930	833		10	9	
TV Video Software	1400	1645		54	65	
TV Video Accessories	100	95		4	4	
Portable Systems Hardware	79	274		1	4	
Portable Systems Software	25	215		2	13	
Portable Systems Accessories	0	2		0	–	
TOTAL INDUSTRY WITH VIDEO	$11314	$11866	4.9	1680	1708	1.7

NOTES

- Number of Companies Responding = 73
- These Companies accounted for 55% of Industry shipments (dollars) in 1990 and 54% in 1989 (excluding TV Video)
- Figures include imports
- All sales are on a GROSS basis
- Data are compiled through a process which includes a polling of major U.S. toy and game manufacturers, and a comparison of trends with the U.S. Toy Market Index (TMI) and Toy Retail Sales Tracking Service (TRSTS).

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